

The Sun.

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Frederick Loeser & Co.

BROOKLYN.

Past Events Overpowered by the Present.

This Should Be the Greatest Monday of Them All.

Great deeds in history are only the deeds of the individual in daily life enlarged and emphasized by universal publication. It's the memory of this store's forceful events of the past that makes the present inexhaustible in bettered opportunities. As its memorable events pass and become historic, so thousands of thinking people are more and more convinced of this store's ever enlarging advantages as a place for making purchases. To-morrow will mark another day to be remembered—the reality far more worthy than the report.

Use
Carlsbad
Pine Cone
Soap.

Sale of Misses' Tailored Suits.

A splendid lot of 200 Misses' Suits in Venetians, Broadcloth, Serges, Homespun and Cheviots, some handsomely lined throughout with silk, others prettily stitched with taffeta or satin; Eton, tight fitting or reefer effect, with the box pleat or inverted pleat in skirt, 14, 16, 18 years, at \$7.75, \$13.50, \$18.75 up to \$39.00; were \$12.00 up to \$72.00.

Also closing out the balance of our Children's High Class Reefers in the tailor-made and fancy effects, handsomely trimmed with bands of satin, some lined throughout with taffeta or silk, others prettily braided, from 4 to 14 years, in five lots, \$7.95, \$9.95, \$11.50, \$13.25 up to \$16.75; were \$11.95, \$13.75, \$15.95, \$18.75, \$22.50.

Women's Cotton and Silk Shirt Waists.

Prices at the Cost of Making.

It is said that the shirt waist has come to stay. It's certainly not the case with these. Their daintiness, newness and attractiveness will soon spread through the city at these best of any prices.

THE COTTON.
AT 29c. INSTEAD OF 49c.—Good Percale Waists in new patterns, detachable new collar, felled seams.

AT 49c. INSTEAD OF 79c. AND 98c.—Good Percale and Lawn Waists, in a number of styles, good makes, splendid colorings, all pearl buttons, new French back.

AT 79c. INSTEAD OF \$1.25.—Derby Waists in very desirable light and mixed colorings, pearl buttons, French back.

AT 98c. INSTEAD OF \$1.45 AND \$1.59.—A variety of pretty Waists in Lawns, Dimities and Percaloes, some with 4 rows of embroidered inserting, others with detachable duck collar; tie to match.

A Splendid Offer of Men's Shirts.

Other Furnishings, too.

Lot of Main Entrance.
AT \$1.00.—Men's superior quality fancy madras negligee Shirts, made by the best shirt makers in America. The designs and colorings are entirely new and the quality cannot be matched under \$1.50.

AT \$1.15.—Another lot of these splendid \$1.50 and \$2.00 fancy colored and white self-corded madras negligee Shirts for Monday. They have proved the most popular Shirts of the year, and this lot is fully as good as the last.

AT 75c.—100 dozen of white laundered Shirts for men, sizes 13½ to 17½ inch neck. They are equal to most \$1.00 shirts and superior to many. Three styles of shirt.

AT \$1.10.—Men's madras Pajamas, light weight for summer wear; \$1.50 quality.

AT 50c.—The best lot of Scarfs of the season, including a number of novelties priced much higher elsewhere.

AT 25c.—A special lot of men's and boys' Belts, made from leather used in the regular 50c. belt.

AT 25c.—The very best lot of Suspenders ever sold under 39c. to 50c. Elastic and non-elastic.

Reductions on Cotton Dress Stuffs.

Second Floor—Take revolving stairway.
The fabrics are the leading ones of the season; pretty as art and genius know how to make them. These special reductions for to-morrow make them doubly attractive.

AT 7c. REDUCED FROM 10c.—30-inch fine quality domestic Dimities in a full assortment of new designs.

AT 10c. REDUCED FROM 12½c.—28-inch fine woven Madras in an extensive range of new patterns, strong clear colors.

AT 14c. REDUCED FROM 19c.—28-inch Lawn Cordnettes, a beautifully printed fabric of superior quality.

AT 19c. REDUCED FROM 35c.—30-inch fine French Organdie in the choice of this season's designs.

Colored Dress Goods.

AT 29c. A YARD—20 pieces All-wool Shepherd Checks, 37 inches wide, imported, different sized sets, in black and white, blue and white and brown and white, make splendid suits, waists and children's dresses, and the price is less than half.

Men's Made-to-Order Suits.

\$19.50 for a \$25.00 One.

Here is one instance of what our Merchant Tailoring Store is doing. We will make you a suit in the very best manner of blue or black serge—an ideal summer suit—for \$19.50—line it with silk for \$5.00 extra—cheviots and cassimeres too at same price.

Glassware, China and Lamps.

Some of the Best of the Season's Opportunities.

PRESSED GLASSWARE.
AT 15c. REDUCED FROM 35c.—About twenty articles, including large Fruit Bowls on stand, Cake Stands, Comports, large Nappies, large Flower Vases, Celery Holders and the like.

AT 10c. REDUCED FROM 25c.—A lot of ten-inch Flower Vases, on foot.

AT 8c. REDUCED FROM 10c.—Preserve Dishes, Butter and Cheese Plates, Olive Dishes and Tumblers.

AT 75c. REDUCED FROM \$1.50.—Large 14-inch Punch Bowls, in diamond pattern; Punch Cups to match, 5c. each.

CHINA—Japanese Tea Pots, blue and white, with wicker handles:
Small, 15c.; Medium, 19c.; Large, 29c.

BLUE AND WHITE DINNER WARE—
Plates, all sizes, 10c.
Cups and Saucers, 10c.
Oat Meal Saucers, 8c.
Fruit Saucers, 5c.
Covered Vegetable Dishes, 75c.

DINNER SETS.
AT \$9.98 REDUCED FROM \$16.50.—Porcelain Dinner Sets of 100 pieces decorated in brown.

AT \$9.98 REDUCED FROM \$12.00.—Porcelain Dinner Sets of 100 pieces, including Soup Tureens and Large Platters.

AT \$11.50 REDUCED FROM \$16.50.—Porcelain Dinner Sets of 113 pieces, including soup tureen, four large platters, and all sizes of plates prettily decorated in floral sprays in natural colors.

AT \$15 REDUCED FROM \$20.—Fine Austrian China Dinner Sets of 101 pieces, including soup tureens, large platters and plates, handsomely decorated in Dresden effect and in large rose design.

RICH CUT GLASS.
AT \$2.98, WORTH UP TO \$5.00.—A lot of the richest cuttings in beautiful designs are these small pieces, such as handled Olive Dishes, Bon Bon Dishes, Cheese and Relish Plates, Spoon Trays and the like.

AT \$1.50 REDUCED FROM \$2.50.—Just seventy-two full 6-inch Nappies, or Olive Dishes, with handles.

AT \$5.00, WORTH UP TO \$9.00.—An assortment of Fruit and Salad Bowls, Fancy Bowls, large Pickle Dishes, Ice Tubs, Celery Trays and the like.

Most Important News for Women.

\$6.98 for Six Hundred \$14.00 Ready-to-Wear Suits.

This is the most remarkable suit offer of the year. We might write a chapter on it, but the mere hint is all that's necessary for you to really appreciate the offer. Every garment is in accord with fashion's best dictates. Up to date materials, perfection of workmanship, fit and detail of finish unsurpassed at any price.

Either Double Breasted Eton Jackets or Top Coat effects. The material is English Homespun, various shades, such as Oxford, stone, grey, blue or brown. The coats are lined with tailors' serge, and skirts with percaline. Full variety of sizes, from 32 up, including 44, bust measure. This is the best offer of the year.

And the Following Equally Low in Price.

AT \$9.98 AND \$18.50; REGULAR \$18.00 TO \$28.00.—Our purchasing facilities once more demonstrated. Another lot of Tailor-Made Suits in a variety of styles and materials, the product of one of the best metropolitan tailors.

AT \$25.00 TO \$62.00, WERE \$50.00

TO \$145.00—75 of the highest class tailor-made suits and costumes—broadcloth, cheviot, Venetian and other wool materials.

AT \$11.25 TO \$52.00, REGULAR \$16.50 TO \$69.00.—Taffeta Silk Coats, various designs, corded and tucked,

many beautiful effects, suitable for any occasion.

AT \$3.39 TO \$8.75, REGULAR \$7.50 TO \$12.75.—Separate Skirts in homespun, cheviot; many different varieties, both plain and with an applique of taffeta.

Great Clearing-up Sale of Silks.

The pruning knife has been at work in order to give you some very happy prices to-morrow—sensational in their character—will cause some talk of course, but that's what we want—extends our silk supremacy, strengthens up our stock and benefits you.

49c. reduced from 69c. to \$1 Printed Foulard & India Silks

59c. & 69c. reduced from 79c. & \$1 Black Surah Foulard

AT 65c. REDUCED FROM \$1.—Fancy corded Japanese Silks copied from the French and guaranteed fast colors.

AT 69c. REDUCED FROM \$1.—New Plisse Silks, corded Silks and fancy waist silks, beautiful colors and combinations.

AT 59c. REDUCED FROM 79c.—27-inch black Taffeta, American made.

AT \$1.25 REDUCED FROM \$2.25.—All over Soutache Broad Foulard Silks, in navy and white, latest novelty.

AT 79c. REDUCED FROM 98c.—Reversible black Beau de Soie.

AT 79c. REDUCED FROM \$1.10.—21-inch colored Taffetas from our dress-making department.

AT 89c. \$1.00, \$1.25 AND METEOR \$1.50 REDUCED FROM \$1.25 TO \$2.00.—24-inch Crepe de Chine and all colors and black.

The Parasol Sale of a Lifetime.

\$1.00, \$2.00 and \$3.00 for the \$3.00 to \$20.00 Kinds.

Certain trade conditions put us in possession of this lot of thoroughly up-to-date parasols, all the more remarkable for the reason that it's just at the time when you expect to need them. If we were to describe them in full it might seem like exaggeration. We will be brief—the parasols will do the rest.

AT \$3.00—193 of the \$6.00 to \$20.00 kinds. Parasols of the highest type of elegance and tastefulness, for coaching, etc. Every shade, many beautifully embroidered, some have lace insertions, others are covered with hand-made Spanish lace.

AT \$2.00—339 of them. A remarkable collection, artistic as beautiful in color and design. Also plain black and white hemstitched. Some daintily fancy

trimmed and of course the popular coaching in every shade.

AT \$1.00—193 of these parasols possessing all the styles and attractiveness of the regular \$3.00 ones. All colors, including black and white, both plain and fancy.

Reductions in Hats and Flowers.

Second Floor—Take revolving stairway.
AT 39c. REDUCED FROM 75c. AND \$1.75.—An assortment, and a large one, of the best kinds of Hats all ready to trim. The shades are black, white and butter.

AT 10c., 15c. AND 25c. REDUCED FROM 48c. AND 68c.—French flowers, some of the prettiest and most natural ever seen.

AT 85c. REDUCED FROM \$1.48.—A lot of very tastefully trimmed Hats suitable for golfing or wheeling. Outing Hats and Sailors in large variety.

Embroideries Less Than Half.

Section II.
Here are some new Embroideries which in qualities, prettiness of patterns and prices are better than any we've given before, and you who have been here within the last month know what that means.

AT 4c. TO \$1.00 YARD—Nainsook Edgings and Insertions.

AT 25c. TO 49c. YARD—Organdie and Nainsook Allover with tucks; also some with hemstitch above the tuck; very pretty effects for waists.

AT 50c. TO 98c. YARD—Allovers with tucks and insertions of Valenciennes laces.

Rare Ribbon Prices.

Right of Main Entrance.

AT 15c. YARD, REGULARLY 21c.—3-inch Taffeta, corded and hemstitched, white, cream, light blue, pink, mauve, etc.

AT 15c. TO 21c.—Fine quality Satin and Gros-Grain (slightly imperfect) in light shades only:

2½ inch, 15c. regular 26c.
3½ inch, 19c. regular 31c.
3½ inch, 21c. regular 35c.

AT 29c. AND 39c. YARD, REGULARLY 49c. TO 75c.—High grade Novelty Ribbons, 4 to 5 inches wide, fancy stripes, ombres, plaids, warp printed Taffeta, Roman stripes, Persians, polka dots, changeable effects, etc., etc.

Rare Rug Prices.
Our rug store has a number of exceptionally good opportunities specially prepared for this week as instance the following:

100 30x60 inches ingrain bordered Rugs, 35c.
80 36x72 inches ingrain bordered Rugs, 49c.

200 21x45 inches John Bromley & Sons' and the Imperial Wool Smyrna, best standard qualities, discontinued patterns, regularly sell for \$1.85, our price to-morrow, \$1.35.

100 extra super-wool ingrain Art Squares, 2½ yards by 3 yards, 21 different patterns and colorings, at \$4.10 each instead of \$5.65.

John Bromley & Sons' Reversible Smyrna Rugs:

6x9 7½x10½ 9x12 12x15
\$4.95 \$7.45 \$9.95 \$18.25
About 50 in all discontinued patterns of the best standard makes: Axminster, Royal Smyrna and Wiltons, 9x12, \$22.50 to \$27.00.

Those cool sanitary wood fibre Rugs:

6x9 7½x10½ 9x12
\$6.50 \$7.95 \$10.50
AT 59c. INSTEAD OF 89c.—Good percaline Dressing Sacques, Wrappers, Petticoats.

new colorings, stripes and figures, light and new colors, made with ruffle over shoulder, hand trimmed full skirt.

AT 49c. INSTEAD OF 79c.—A lot of Kimona Dressing Sacques of fancy lawn with white borders; also white lawn with light blue, pink and lavender borders.

AT 59c. INSTEAD OF 98c.—Fine colored lawn Petticoats, umbrella shape, with 2 ruffles, in black, cerise, lavender and helio, black and white percales, linen effects, with accordion pleated flounce.

AT 39c. REGULARLY 50c.—Hair Brushes, solid and split backs in olive and foxwoods, extra stiff bristles.

AT 98c. REGULARLY \$1.50.—Genuine Ebony Hand Glasses, sterling silver mounted and plain.

Matting at Large Reductions.

The very newest things of the season; the assortment unequalled anywhere, from a good Japanese Matting at \$4.97 a roll to the finest Japanese Inlaid \$15.00 a roll of 40 yards. Here's a special lot of 250 rolls fancy cotton warp Matting, damask patterns and inlaid effects, at \$6.79 a roll of 40 yards, which are regularly sold for \$9.75 a roll.

Just space to mention a few of the prices, but we've others just as alluring.

Table Linens.
Silver bleached damask Table Linen, 45c. yard; regular 50c.

Silver bleached, extra good Table Linen, 89c. yard; regular \$1.00.

Silver bleached Table Cloths, 2 yards long, \$1.69; regular \$1.99.

Silver bleached Table Cloths, 2½ yards long, \$1.75; regular \$2.25.

Silver bleached Table Cloths, 3 yards long, \$2.10; regular \$2.49.

Bleached Table Damask, 43c. yard; regular 75c.

Bleached Table Damask, 75c. yard; regular 85c.

Heavy quality satin finish Table Damask, \$1.20 yard; regular \$1.50.

Sheets, Pillow Cases, Muslins.
Muslin Sheets, made of good standard muslin, laundered, ready for use.

24x24½ yards at 55c.
24x24½ yards at 55c.

Pillow Cases, 45x36 inches, 9c. each. White Cambric Muslin, yard wide, good value at 9c., for 6½c. yard.

Pillow Case Muslin, 1½ yards wide, 12c. yard; regular 15c.

Sheeting Muslin, 2½ yards wide, 17c. yard; regular 20c.

Sheeting Muslin, 2½ yards wide, 20c. yard; regular 25c.

Wamsuta Twilled Sheet Muslin, best wearing goods made:

2½ yards wide, 27c. yard; regular 37c. 2½ yards wide, 29c. yard; regular 45c. English Cambric, yard wide, 17c. yard for 22c. quality.

White Madras (Pique Cords), 28c. yard instead of 37c.

Fancy Figured Pique, 30c. yard instead of 40c.

Frederick Loeser & Co.

Large Saving in Boys' Clothing.

We have made some very exceptional purchases for the boys, some of the best offers we have had to give you this season.

AT 29c., REGULAR 39c.—Washable Trousers, cotton, fast colors, pretty dark and light stripes, large sizes have belt loops.

AT 49c., REGULAR 69c.—Boys' Trousers of linen, crash, duck and best quality Galatea, neat stripes, dark and light shades, trimmed with pearl buttons and have belt loops.

AT 29c. AND 39c., REGULAR 39c. AND 49c.—More of the Loeser Overalls for Boys 3 to 14 years, made especially for us from splendid Blue Denim, complete with bibs and suspenders and have all the pockets boys want.

AT 49c., REGULAR 69c.—40 dozen Waists and Blouses, different styles, splendid quality Percaloes, Seersucker and Madras, waist with white neck bands to be worn with white collars, for the boys 6 to 14 years; also Blouses with sailor collars, sizes 3 to 10 years, at the one price, 49c.

AT 69c., REDUCED FROM 98c.—Broken lots and sizes Boys' King Waists of white linen and percales.

A Phenomenal Sale of Books.

Most Sensational Prices Ever Known.

On Tuesday morning at 9 o'clock we will open a clearing sale of books. We've gone through our stock and gathered together thousands of volumes, irrespective of their actual worth, and will sell them at the lowest prices ever known—a stir in the book trade, certainly. Many of them are at 10 cents on the dollar, others 20 and 30 cents. All cloth-bound books. The particulars of this sale, including a full list of titles, authors and prices, together with the number of books offered, will appear in Monday evening papers. Watch for it. It will pay you richly.

The Least for the Greatest Laces.

Here are some more good lots of laces just to hand in time to make our lace counters particularly attractive to-morrow. We are always able to give you laces that you can't find elsewhere, a combination of the best art and fashion in design, as difficult to duplicate as the individuality of a great painter. These prices are away under the regular:

AT 3c. TO 12c. YD.—The best lot we've ever had of imitation Torchons.

AT 3c. TO 15c. YD.—Normandie Valenciennes Laces and Insertions.

AT 9c. TO \$1.00 DOZ. YDS.—French Valenciennes Laces and Insertions.

AT 22c. TO 49c. YD.—Some quite new all-overs, of imitation Renaissance—and imitation Cluny laces. Also imitation Cluny galoons 12½ yds., should be 20c. to 28c.

AT 24c. TO 48c. YD.—Some splendid lace striped all-overs.

Stockings and Underwear.

Easy to Buy, Hard to Wear Out.

Right of Main Entrance.
These are for men, women and children and the prices are about half the regular market rates to-day.

Stockings.

AT 12½c. REDUCED FROM 19c.—Women's fine gauge black cotton Stockings, spliced heels and toes, with extra heavy soles, guaranteed stainless.

AT 19c. REDUCED FROM 25c.—Women's fine quality black lace cotton Stockings, spliced heels and toes; also men's fine gauge black cotton socks, with high spliced heels and double soles.

AT 39c. REDUCED FROM 50c.—Men's extra quality fancy lisle thread and cotton socks, striped, embroidered and assorted colors.

69c. REDUCED FROM \$1.00 TO \$1.75.—Women's superior quality fancy lisle thread Stockings, stripes, two tone, silk clocked, and Jacquard patterns in assorted colors.

AT 10c. REDUCED FROM 12½c.—Women's fine quality Richelieu ribbed white cotton Vests, low neck, no sleeves, tape in neck and arm, sizes 4, 5, 6.

AT 12½c. REDUCED FROM 19c.—Women's Richelieu ribbed white cotton Vests, handsomely trimmed at neck and arms, low neck, no sleeves, sizes 4, 5, 6.

AT 25c. REDUCED FROM 35c. TO 50c.—100 dozen of makers' samples and broken lots of men's and women's Shirts and Drawers in plain and ribbed; also ribbons.

AT 25c. REDUCED FROM 35c.—Women's extra fine grade silk lisle Vests, low neck, no sleeves, handsomely finished at neck and arm, pink, blue and white.

Real Helps for Housekeeping.

All Kinds of Economies in the Basement.

COOKING BY GAS AND OIL.
A quantity of excellent Gas Ranges at about makers' cost. They are the best Ranges made, perfect cookers, four-hole top, two large ovens, broiler, and more than cheap at \$18.00.

The "Wolf" Cookers are handsomely modeled, strong cast iron frame and body, double broiler burner, bakes and roasts perfectly \$9.98.

The "Victor" Cookers, with sheet iron oven, enameled steel top, \$3.98.

Hot Plates, with two powerful burners, well made, \$1.45.

The "Home" Oil Stove, the best and most up to date, two burners, \$1.15.

The "Crown" automatic blue flame Oil Cooker, best invented, burns kerosene, gives a blue flame of the most intense heat, \$6.95.

The "Acme" Oven for gas or oil stoves, no equal, they are asbestos lined throughout and very satisfactory, \$2.25.

The "Economy" Iron Stove, just the thing for heating iron on oil or gas stoves, 68c.

"Crown" Asbestos Mats to place under your gas or oil stoves, each 10c.

TRUNKS ABOUT 1-4 UNDER REAL VALUE.

A good chance to get the best for a good price less than the generally prevailing prices.

A lucky purchase brought us 220 Trunks. Extra well made, the product of one of America's best makers. WE MARK YOUR TRUNKS WITH YOUR NAME OR INITIALS. OR ANY MARK YOU MAY DESIRE. SUCH AS COLORED BANDS, TO MAKE IDENTIFICATION EASY. NO CHARGE FOR THIS SERVICE.

LOT NO. 1.—Heavy, canvas covered Trunks, rawhide bound, lined, two trays, heavy bolts, sheet iron bottom.

LOT NO. 2.—Consists of the celebrated "Heavyweight" Trunks, very strong and durable, covered with extra heavy canvas, iron bound, and one tray, 30-in. 32-in. 34-in. 36-in. 38-in. 40-in. 8.25 8.98 9.75 10.48 11.25 12.00

LOT NO. 3.—Heavy covered, strongly protected Travelling Trunks, best lock, bolts and clasp, and lined, thoroughly well made, and an excellent wearing trunk.

30-in., 32-in., 34-in., 36-in., 38-in. 10.98 11.65 12.38 13.25 13.98

LOT NO. 4.—This Trunk deserves special mentioning, being extra well constructed and made of the best material obtainable, and especially adapted as a dress trunk.

38-in., 40-in., 42-in., 44-in. 14.25 15.38 16.50 17.65

LOT NO. 5.—Is a new Steamer Trunk, with all the up-to-date improvements, iron bound and lined, 36-in. 38-in. 40-in. 6.30 6.90 7.50